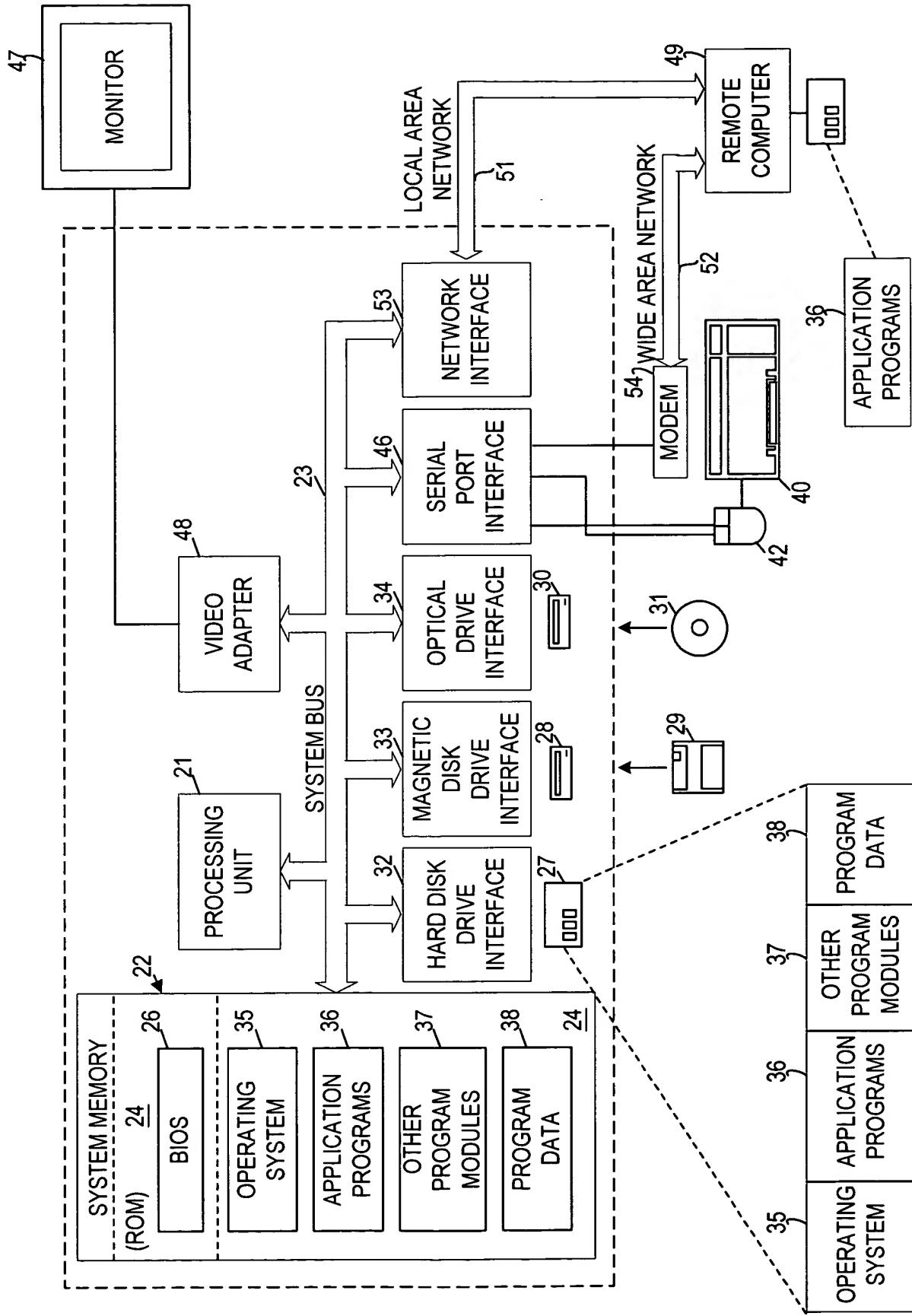
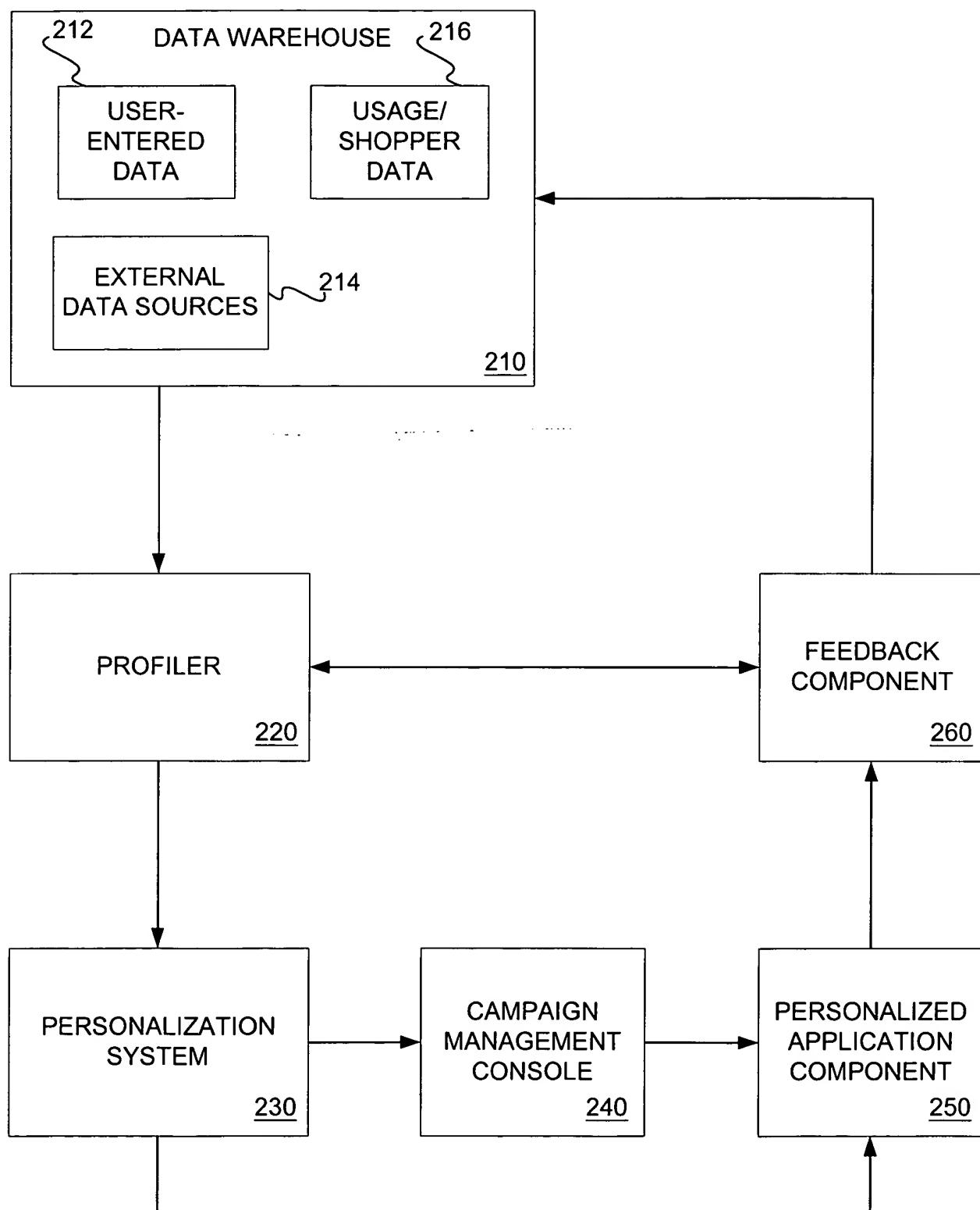


FIG. 1



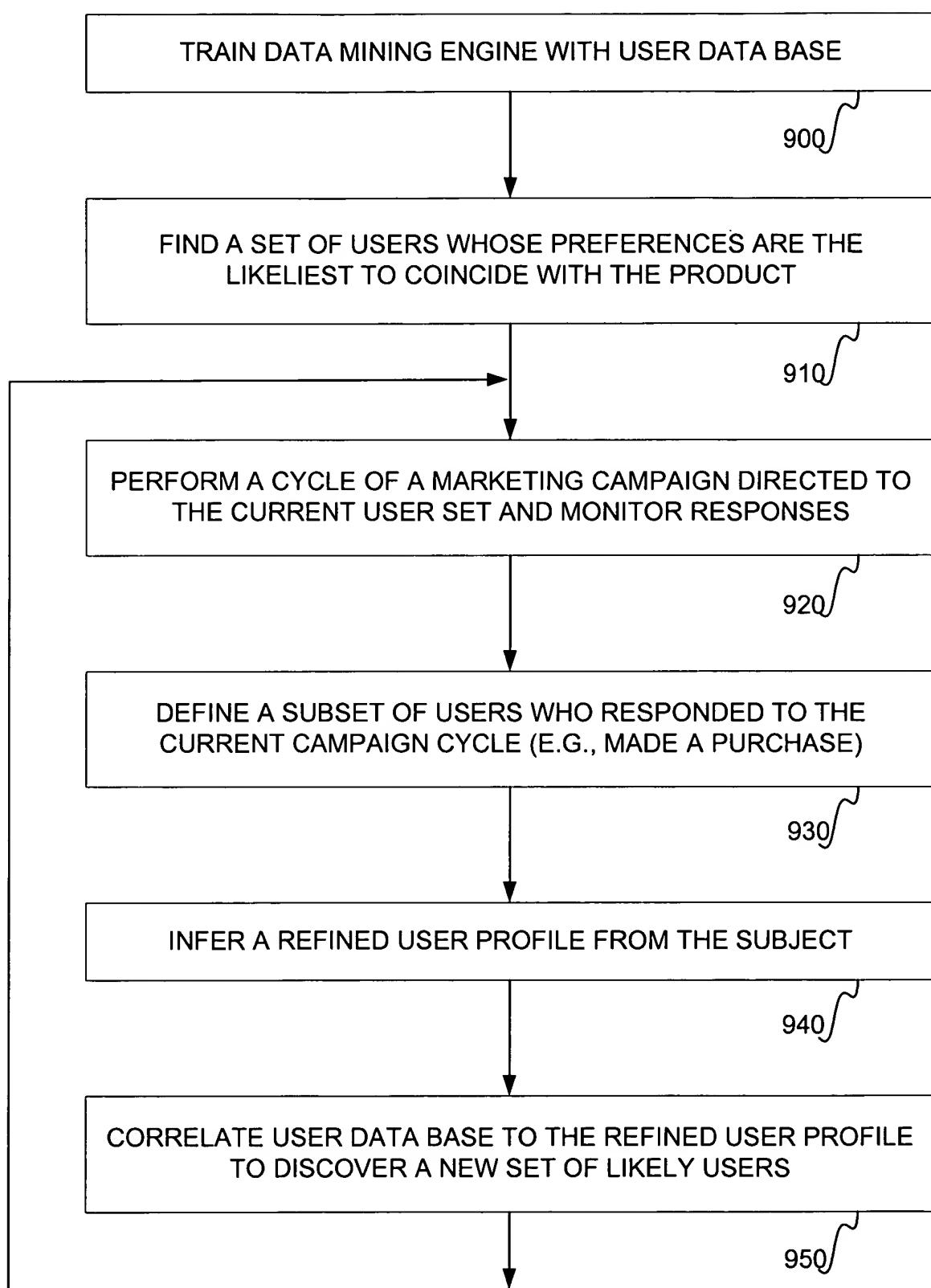
APPROVED BY DRAFTSMAN	O.G. FIG.
	CLASS SUBCLASS

FIG 2



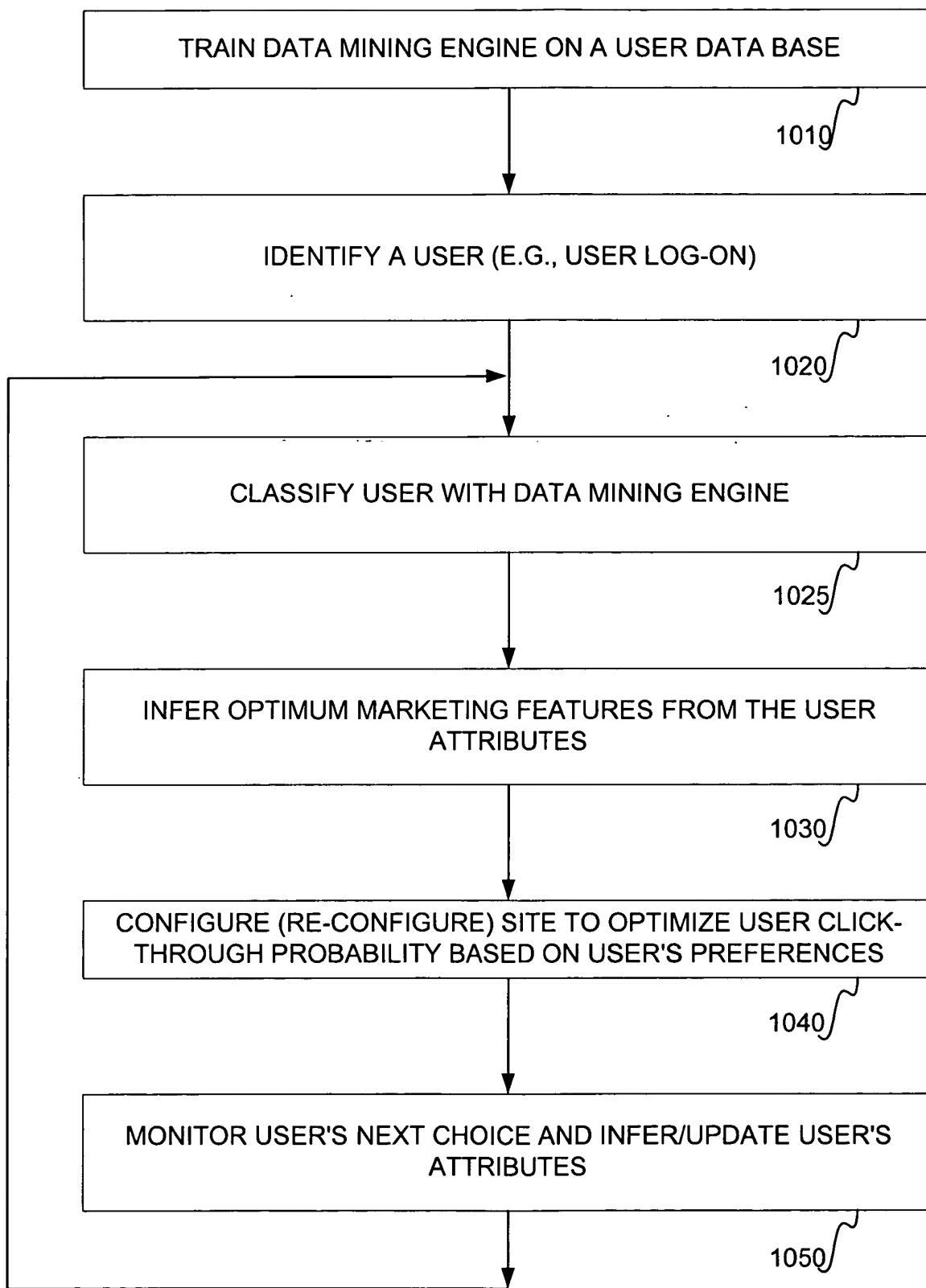
APPROVED BY DRAFTSMAN	O.G. FIG. CLASS SUBCLASS
-----------------------------	-------------------------------

FIG 3



APPROVED BY DRAFTSMAN	O.G. FIG.
	CLASS SUBCLASS

FIG 4



APPROVED BY	O.G. FIG.	
DRAFTSMAN	CLASS	SUBCLASS

FIG 5

CLUSTER	ADVERTISEMENT FEATURE	CLICK-THROUGH PERCENTAGE

GOING TO THE SOURCE

FIG 6

CLUSTER	PRODUCT	CLICK-THROUGH PERCENTAGE

FIG 7

CLUSTER	SHOPPING EXPERIENCE FEATURES	CLICK-THROUGH PERCENTAGE

APPROVED	O.G. FIG.	
BY	CLASS	SUBC: AJS
DRAFTSMAN		

FIG 8

CLUSTER	CATALOG FEATURES	CLICK-THROUGH PERCENTAGE

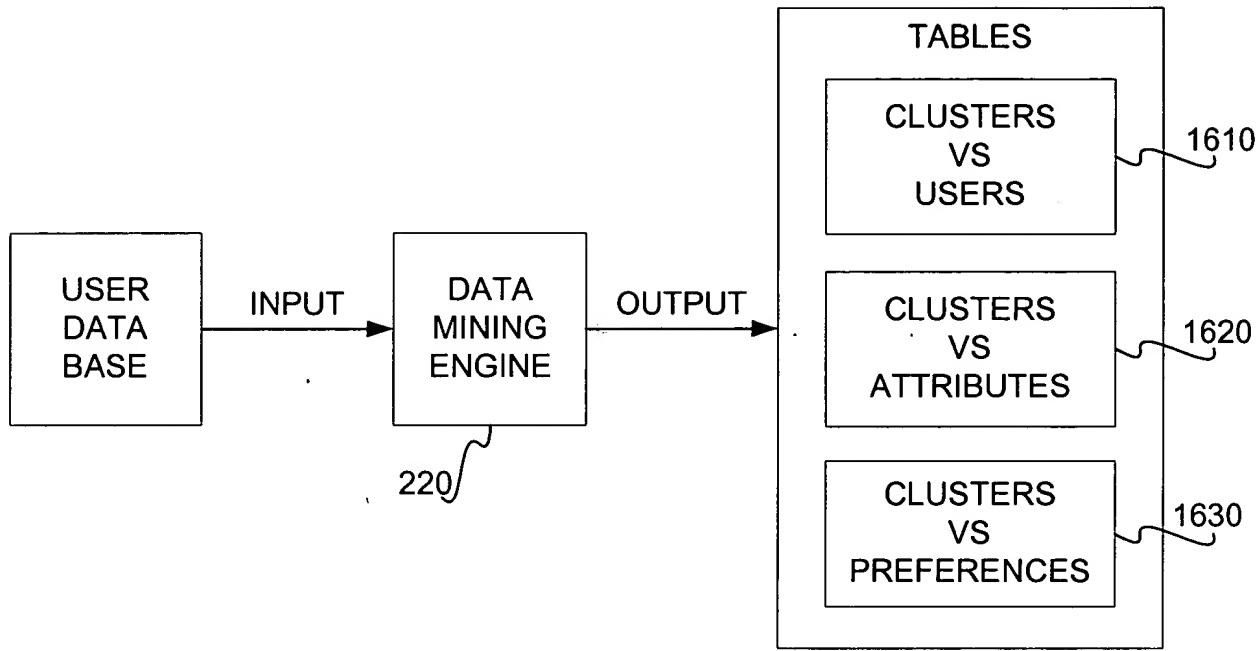
G E N E R A T E D O U T P U T

FIG 9

CLUSTER	STORE FRONT FEATURES	CLICK-THROUGH PERCENTAGE

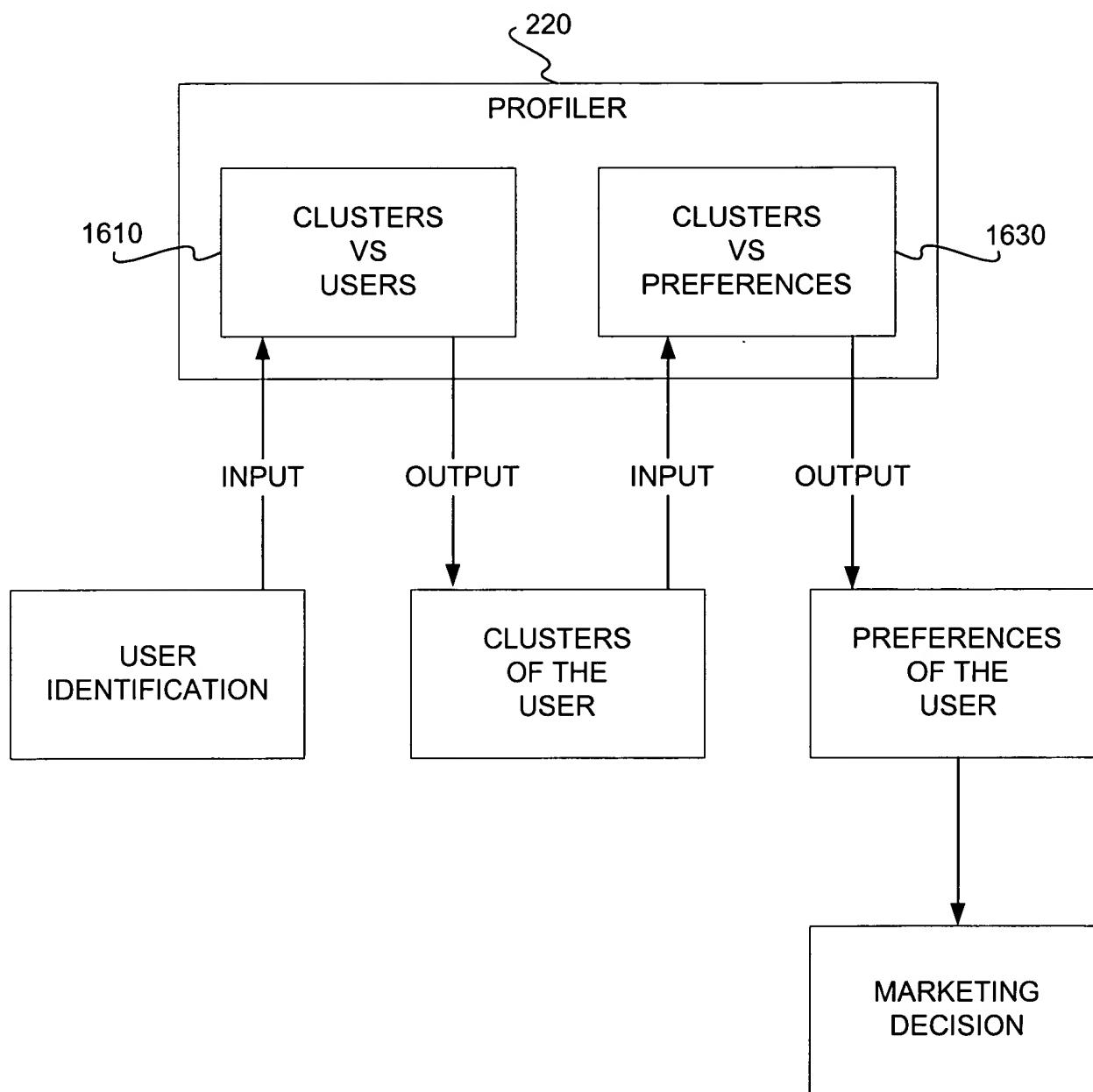
APPROVED BY DRAFTSMAN	O.G. FIG.
	CLASS SUBCLASS

FIG 10



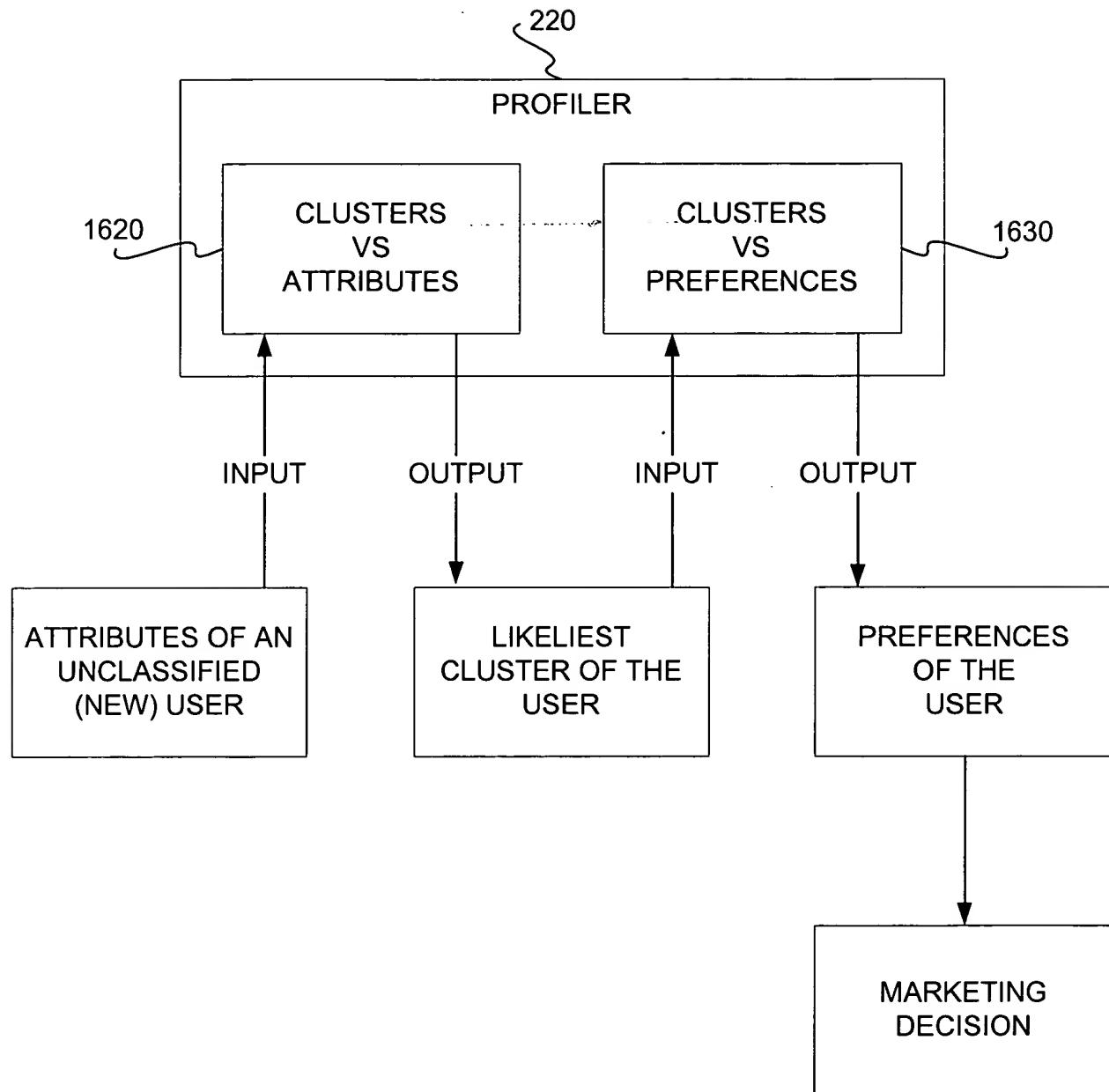
APPROVED BY DRAFTSMAN	O.G. FIG.
	CLASS SUBCLASS

FIG 11



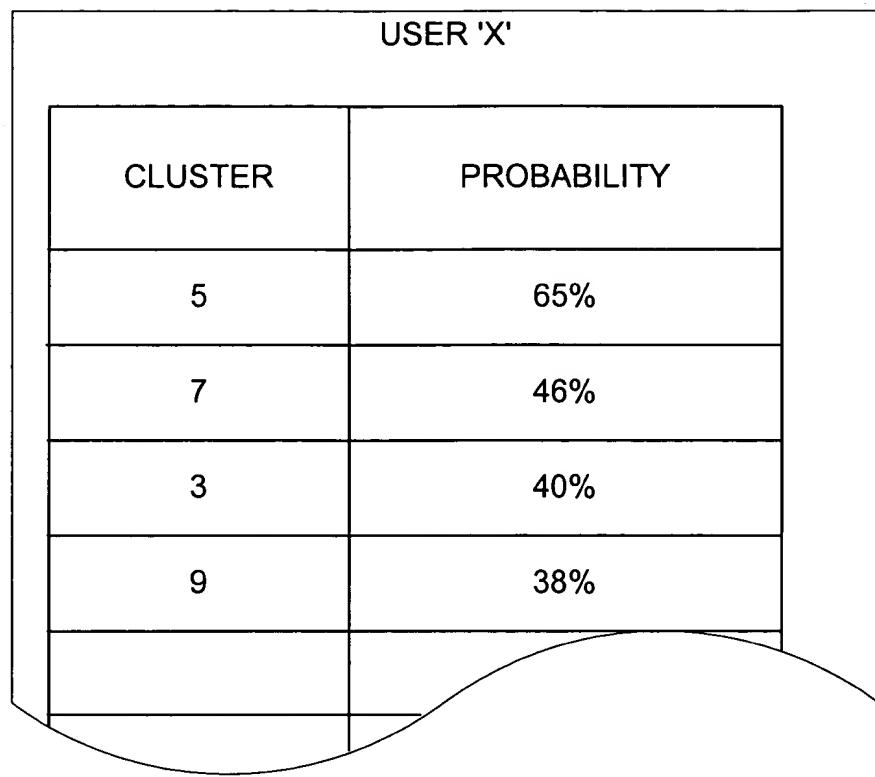
SEARCHED INDEXED
SERIALIZED FILED

FIG 12



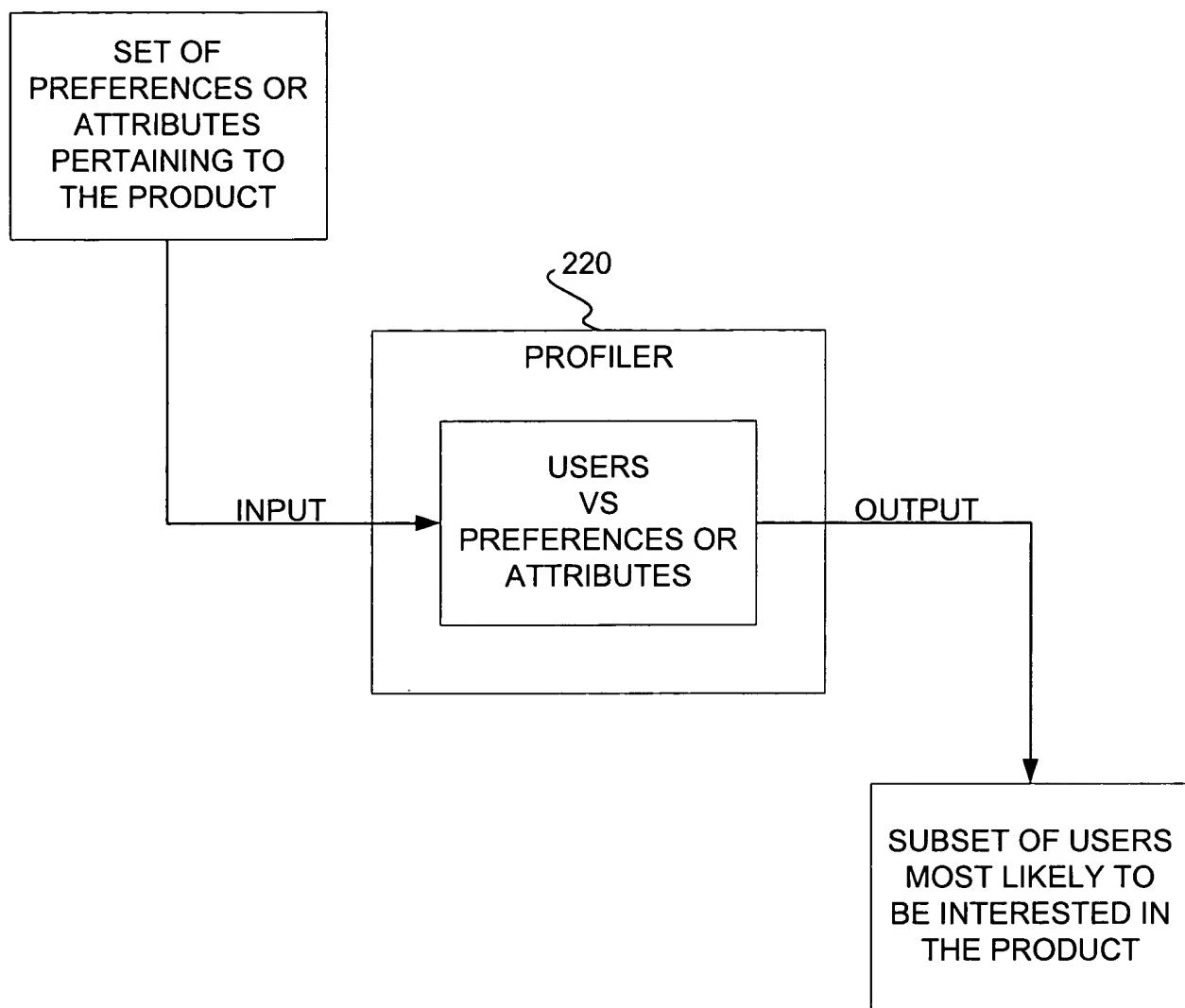
APPROVED	O.G. FIG.	
BY	CLASS	SUBCLASS
DRAFTSMAN		

FIG 13



APPROVED BY DRAFTSMAN	O.G. FIG. CLASS	SUBCLASS
-----------------------------	--------------------	----------

FIG 14



APPROVED BY DRAFTSMAN	O.G. FIG.
	CLASS SUBCLASS

FIG 15

